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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/738,725	12/15/2000	Bryan R. Goring	NTL-3.2.141/3504(11726STU	1456
35437 7590 09/05/2007 MINTZ LEVIN COHN FERRIS GLOVSKY & POPEO 666 THIRD AVENUE NEW YORK, NY 10017			EXAMINER RETTA, YEHDEGA	
			ART UNIT 3622	PAPER NUMBER
			MAIL DATE 09/05/2007	DELIVERY MODE PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

**Office Action Summary**

Application No.

09/738,725

Applicant(s)

GORING, BRYAN R.

Examiner

Yehdega Retta

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 07 June 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-37 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-37 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)         | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)         | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____   | 6) <input type="checkbox"/> Other: _____                          |

***Response to Amendment***

This office action is in response to amendment, filed June 7, 2007. Claims 1-26 are still pending.

***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

**(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.**

Claims 1-6, 9-15, 18-34 and 37 are rejected under 35 U.S.C. 102(e) as being anticipated by Yanagisawa et al. (US 6,961,710).

Regarding claims 1-4, 6, 10, 12, 13, 15 and 25, Yanagisawa teaches downloading transaction information (see Abstract, col. 2 lines 22-31, col. 3 lines 1-23); retrieving an image associated with the transaction information; downloading the image from a remote location (see col. 4 line 63 to col. 5 line 5, col. 6 lines 21-65). Yanagisawa teaches printing the image on inkjet printer or thermal printer or impact dot printer or laser printer (see col. 14 lines 53-56). As indicated by applicant most receipt printer (e.g. thermal printers, swecoin printers, dot matrix printer etc.) are cable of providing a printed scanline composed of individual pixels that can be turned on or off etc (see page 4). Therefore, converting the image into a pixels matrix representations and printing at least one scan line corresponding to pixel matrix or converting the image into gray scale or dithered black and white pixel matrix is the inherent feature of these type of printers.

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Regarding claims 5 and 14, Yanagisawa teaches wherein said image information is a file name (see col. 19-31).

Regarding claims 9 and 18, Yanagisawa teaches wherein the scan line is printed in a predetermined location on a receipt (see col. 13 line 58 to col. 14 lines 21).

Regarding claim 11, Yanagisawa teaches comparing said transaction information to a database; and downloading image information from said database responsive to a match (see col. 9 lines 8-33, col. 13 line 1 to col. 14 line 21).

Regarding claim 19, 21 Yanagisawa a work station capable of connecting to a network; a printer in electrical communication with said work station and a software loaded on the work station, wherein the software is configured to download image information from a remote location (see Abstract, col. 2 lines 22-31, col. 3 lines 1-23). Yanagisawa teaches printing image associated with the said image information (see col. 4 line 63 to col. 5 line 5, col. 6 lines 21-65). on inkjet printer or thermal printer or impact dot printer or laser printer (see col. 14 lines 53-56). As indicated by applicant most receipt printer (e.g. thermal printers, swecoin printers, dot matrix printer etc.) are cable of providing a printed scanline composed of individual pixels that can be turned on or off etc (see page 4). Therefore, converting the image associated with said image information into a pixels matrix representations and printing at least one scan line corresponding to pixel matrix or converting the image into gray scale or dithered black and white pixel matrix is the inherent feature of these type of printers.

Regarding claim 20, Yanagisawa teaches the network includes the Internet (see col. 3 lines 44-50, col. 7 lines 5-11)).

Regarding claims 22 and 23, Yanagisawa teaches the workstation includes a kiosk or Point-of-sale (POS) terminal (see col. 4 line 63 to col. 5 lines 5).

Regarding claim 24, Yanagisawa teaches a coupon generator to receive and process purchase information related to a transaction (see abstract, col. 3 lines 1-24, col. 4 line 63 to col. 5 line 5), said coupon generator providing at least one index pointer responsive to said purchase information; and, a coupon image database having accessible a plurality of coupon fields for storage and retrieval of coupon images, said coupon generator incorporating a related coupon image with said purchase information for transmission to an output port (see col. 5 line 13 to col. 6 line 45).

Regarding claim 26, Yanagisawa teaches monitoring transaction information and comparing said monitored information to information in said database; and determining whether to download said image information based upon said comparison(see col. 9 lines 8-33, col. 13 line 1 to col. 14 line 21).

Regarding claim 27, Yanagisawa teaches printing said at least scan line in a location on a receipt indicated by a content provider that provided the image (see col. 13 line 58 to col. 14 lines 21).

Regarding claim 28, Yanagisawa teaches wherein said printing further comprises printing said at least one scan line in a location on the receipt that is a combination of a pre-assigned location and a location indicated by a content provider that provided said image (see col. 6 lines 19-37, col. 13 line 58 to col. 14 lines 21).

Regarding claims 30-34 and 37, Yanagisawa teaches comparing said transaction information to a database; and downloading image information from said database responsive to a match; wherein said image information is selected from a group consisting of: specific advertiser information, coupon amount, and graphical information (see col. 6 lines 20-36, col. 9 lines 8-33, col. 13 line 1 to col. 14 line 21).

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 7, 8, 16, 17, 19, 35 and 36 are rejected under 35 U.S.C. 103(a) as being unpatentable over Yanagisawa and further in view of Official Notice.

Regarding claims 7, 8, 16, 17, 35 and 36, Yanagisawa does not teach wherein the image information is a URL or retrieving the image information from a website or a location identified by the URL. Official notice is taken that is old and well known to retrieve advertisement from a site identified by a URL. Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention for the advertiser to provide the information in the form of URL and to retrieve the information from the website associated with the URL. One would be motivated to provide a URL since the information or advertisement at the website can be changed at any time by the advertisers.

Regarding claim 19, Yanagisawa does not teach monitor web sites visits, online transaction and user-sessions. Official notice is taken that is old and well known in the art of e-commerce to include a software that monitor web sites visits, transaction or sessions and provided advertisement or coupon based on the monitoring. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to monitor user Internet activity in order to provide the advertisement based on the content viewed or product purchased on-line.

### ***Response to Arguments***

Applicant's arguments with respect to claims 1-37 have been considered but are moot in view of the new ground(s) of rejection. Examiner unintentionally excluded claims 27-37 from consideration. The claims are included in this office action.

Applicant's specification discloses that the invention provides a method for printing a receipt, and the method includes downloading transaction information. The information is disclosed under the summary of the specification. Under the detailed description the following is disclosed: "After a consumer selects one of the supported services and performs a financial transaction (e.g. a purchase, a bank withdrawal, paying a bill on-line, etc.), the kiosk 300 processes the financial transaction, sends the results to the service provider and receives the receipt details. The kiosk 300 then produces a receipt with the included graphic (e.g. the merchants logo may be printed at the top of each receipt)". "In an embodiment of the invention, after a consumer selects one of the supported services and performs a transaction (e.g. a purchase, a bank withdrawal, paying a bill on-line, etc.), the kiosk 300 provides a coupon generator capability that processes information from the transaction, sends the results to the service provider and receives the receipt details (transaction information). The receipt details, provided by the service provider, can be stored in the database 200 for later retrieval to aid in the efficiency of the process. The kiosk 300 then produces a receipt 700 (FIG. 2) with an image of a coupon included therein. In this manner, the coupon is incorporated with the physical receipt, providing additional information upon redemption of the coupon, such as the origination location of the coupon. This information may be employed to assess a marketing campaign effectiveness, etc". " In an embodiment, the kiosk 300 may be replaced by a Point-Of-Sale (POS) terminal, which collects and stores retail sales data. The database 200, and the images

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can be deployed with the POS terminal. Upon completion of a transaction, the POS terminal processes the transaction, sends the results to the service provider and receives the receipt details (transaction information). In a retail grocery setting, for example, receipt details can be provided as the goods (e.g. coffee, etc.) are being purchased. The POS terminal produces a receipt 700 (FIG. 2) with the included image, which for coffee could be a geographically local coffee shop, a merchant that may be of interest to the consumer, or an image as basic as the logo of the grocery store". "The kiosk 300 may contain software that monitors web sites visited, on-line transactions which transpire, and the user session in general (collectively referred to as transaction information). If the software determines that a match exists between an aspect of the user session and an element from database 200 the software may download the remainder of the information in the database 200 relating to that match and print a Token coupon. For example, the software may download the specific advertiser, the coupon amount, and the graphical information. If the graphical information is a URL, the software may download the graphic from the appropriate web page. Once the image has been downloaded, the software may activate the kiosk printer 500 so that it prints the coupon 800 (FIG. 3) containing the name of the advertiser, the coupon amount, and the one or more images 900. Additionally, the kiosk 300 may contact the service provider, download Raw data and print the Raw coupon based upon the information provided. The methods for printing the coupons (e.g. Token vs. Raw) are the same as those for printing the receipts".

Applicant does not disclose what information is downloaded that is considered transaction information. According to applicant's disclosure, the only thing that is downloaded is the advertisement or coupon data.



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***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yehdega Retta whose telephone number is (571) 272-6723. The examiner can normally be reached on 8-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Yehdega Retta  
Primary Examiner  
Art Unit 3622